

INSIGHT

STRONGER COMMUNITY THROUGH BUSINESS PROSPERITY

The Fredericton Chamber Insight Magazine has moved to a new online format

Where can I find Insight Online?

Insight Online can be found on our **website** at frederictonchamber.ca, in our **weekly Chamber Connections** email (over 2400 recipients), articles will be shared on our **social media** (4,465 Facebook followers / 8,015 Twitter followers / 1,653 followers Instagram as of 1 December 2020).

Two ways to participate – Submit an informative article or pay to submit an advertorial to promote your business

1. How can I submit an informative article?

Chamber members are encouraged to submit articles following the guidelines below. If you have ideas for future articles or possible authors, please email our editorial team at fchamber@frederictonchamber.ca.

Informative

Article Guidelines

- Articles must be business focused and should share helpful information on relevant business trends or topics.
- Writing should be straightforward in a conversational style.
- While members are encouraged to write about their expertise, informative articles are not intended to advertise, promote or solicit for the submitting company.
- If you wish to promote your business, product or service, paid advertorials are available (see guidelines below).
- Articles are accepted from members and should be approximately 600 words.
- Articles may be solicited from time to time from external sources
- The author understands and agrees to allow some editorial changes at the discretion of the editorial team, if needed - if changes are material – the author will be consulted.
- All articles will have the author's name and business/organization at the top.
- We encourage the submission of picture of the article author or a picture or image that relates to or enhances the article. Pictures will be published depending upon space and at the discretion of the editorial team.
- Sources cited within the article should be clearly noted when appropriate either via footnote or explanation within the article.
- All articles are subject to approval by the Fredericton Chamber of Commerce. All decisions of the editorial team are considered final.
- Inclusion of any article or advertorial does not constitute an endorsement from the Fredericton Chamber of Commerce of the product or information.

Image Guidelines

- Please include photos or images with your article if possible
- Featured Image – The large image at the top of the article should be a vertical hi-res image provided as a photo, jpeg or png
- Other Images – can be horizontal or vertical, high resolution, any size

2. How can I submit an Advertorial? (\$300 + HST)

Advertorials are paid or sponsored articles that promote your business, products and services. You are encouraged to include photo(s) and logos. All advertorials are subject to final approval by the Fredericton Chamber of Commerce and will be labeled as sponsored content.

Image Guidelines

- Please include logos, photos or images with your article if possible
- Featured Image – The large image at the top of the article should be a vertical hi-res image provided as a photo, jpeg or png
- Other Images – can be horizontal or vertical, high resolution, any size